

Index

- Absorptive capacity, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 77, 78, 79, 80
- Africa, 13, 96, 97, 133, 138
- Apparel, 88
- Asia, 10, 13, 91, 95, 96, 97, 151, 161, 176, 181
- Brazil, 5, 6, 7, 8, 52, 53, 54, 55, 58, 62, 63, 66, 67, 71, 73, 74, 76, 81, 82, 84, 87, 88, 91, 93, 97, 98, 99, 109, 110, 112, 124, 132, 133, 141, 148, 151, 154, 155, 157, 162, 163, 166, 170, 171, 172, 175, 176, 177, 178, 179, 180, 181, 182, 183, 185, 186, 187, 188, 189, 190, 191, 192, 194, 195, 196, 198, 199
- Brazilian multinationals, 85, 173
- Canada, 145
- Central America, 95, 96, 99
- China, 4, 11, 131, 132, 133, 134, 137, 138, 142, 148, 151, 154, 155, 157, 162, 163, 166, 170, 171, 180, 182, 184, 186, 199, 200, 201
- Competences, 153
- Competitive Advantage, 10, 11, 13, 15, 17, 18, 19, 21, 22, 25, 27, 31, 34, 35, 36, 41, 68
- Coordination, 158
- Corporate Social Responsibility, 8
- Corporate strategy, 149
- Culture, 19
- Early entrant, 185, 186, 195, 201
- Econometrics, 56
- Emerging markets, 103, 104, 118, 120
- Employment, 40
- Energy, 47
- Entrants, 176
- Entrepreneurship, 109, 122, 145
- Entry mode, 124, 125
- Europe, 10, 12, 13, 91, 95, 96, 97, 99, 105, 151, 161, 200
- Exit strategies, 123
- Fast-Food Chains, 124, 125, 127, 129, 131, 133, 135, 136, 137, 140, 141, 143
- Foreign Direct Investment (FDI), 5, 42, 43, 45, 47, 49, 51, 53, 55, 56, 57, 59, 61, 63, 65, 82, 112, 148, 176, 199, 200, 201
- Firm capabilities, 201
- Franchisees, 99
- Franchising, 67, 69, 70, 71, 72, 73, 74, 75, 76, 77, 81, 82, 83, 85, 86, 87, 88, 89, 90, 91, 92, 93, 95, 97, 98, 99, 100, 124, 125
- Franchisor, 76, 82, 125, 126
- Geographic Distance, 104
- Globalization, 15, 45
- Governance, 103, 104, 106, 108, 110
- Government, 86
- Headquarters, 132, 147, 148
- Heritage tourism, 10, 11
- India, 4, 12, 14, 39, 148, 151, 154, 155, 162, 163, 166, 169, 172
- Industrial Organization, 43, 56
- Information, 14, 30
- Infrastructure, 31, 32, 33, 38, 42, 44
- Innovation, 1, 68, 84, 136, 147, 148, 149, 150
- Institutional theory, 35

- Institutions, 35, 110
- International expansion, 136
- Internationalization, 1, 7, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 94, 95, 99, 100, 124, 126, 130, 131, 132, 133, 134, 135, 136, 137, 139, 140, 41, 143, 147, 148
- Japan, 97, 177, 179, 181, 182, 183, 200, 201
- Knowledge Management, 76
- Latin America, 1, 4, 5, 6, 8, 13, 42, 43, 48, 49, 50, 51, 52, 55, 56, 61, 97, 103, 104, 121, 122, 123, 124, 144, 151, 175, 200
- Management, 7, 11, 25, 32, 36, 37, 38, 73, 74, 76, 81, 125, 126, 129, 131, 134, 135, 136, 141, 143, 147, 152, 153, 154, 156, 157, 162, 165, 168, 172, 184, 199, 200, 201
- Market selection, 127
- Marketing Failure, 124
- Marketing Management, 78, 79, 102
- Mexico, 52, 53, 59, 64, 65, 93, 97, 101, 109, 110, 132, 133, 134, 136, 137, 139, 142, 181
- Multinational companies (MNCs), 1, 2, 3, 4, 5, 7, 48, 147, 149, 150, 151, 154, 168, 175, 176, 177, 179, 181, 185, 186, 187, 189, 191, 195, 199, 201
- National governance, 107, 110
- Networks, 74, 75, 76, 81, 82, 83, 85, 86, 87, 88, 89, 91
- North America, 10, 13, 95, 96, 99, 161, 200
- Partner selection, 127, 142
- Patents, 160
- Performance, 140
- Productivity, 42, 192
- Promotion, 186
- R&D, 7, 97, 147, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173
- R&D centers, 155, 163, 173
- Reputation, 9
- Retail, 128, 144, 145, 146
- Retailing, 127
- Russia, 148, 181
- Services, 57, 62, 81, 160, 178
- Shared Value, 3
- South Africa, 97
- Southeast Asia, 4
- Strategy, 7, 18, 105, 147, 149, 152, 153, 154, 156, 157, 162, 164, 165, 168
- Sustainability, 1, 23, 26, 27, 28, 29, 30
- Sustainable Development, 8
- Taxation, 56
- Transnational firms, 9
- United States, 11, 43, 93, 101, 138, 145, 200
- Values, 24
- Venture capital, 103, 104
- World Bank, 25, 26, 45, 48, 51, 56, 57, 106, 110, 112, 113, 123
- World Trade Organization, 26